



COMMITTEE MINUTES

MIGRATION FESTIVAL COMMITTEE

MAY 26, 2021 @ 6:04 P.M.

Via - Zoom

A. CALL TO ORDER

Chair R. Braybrook-Gard called the Meeting to order at 6:04 P.M. with the following persons in attendance:

MEMBERS OF MIGRATION FESTIVAL COMMITTEE:

R. Braybrook-Gard

S. Allen-Santos

M. Fogal

S. Girardin

M. Law

S. Wye

ABSENT: Councillor L. Lucier, D. Swiderski

MEMBER OF ADMINISTRATION:

K. Loney Manager of Parks, Recreation and
Special Events

B. DISCLOSURE OF PECUNIARY INTEREST – NONE

R. Braybrook-Gard reminded the Committee that any declaration is to be made prior to each item being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

C. PRESENTATIONS/DELEGATIONS - NONE

D. MINUTES OF THE PREVIOUS MEETING

1. Migration Festival Committee Meeting Minutes April 27, 2021

007-2021 Moved by M. Fogal, seconded by S. Wye to receive the minutes of the Migration Festival Committee Meeting dated April 6, 2021

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. Co-Chairs Report –



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(a) Update on Jack Miner ED Discussion

Co-Chairs Councillor met with Interim Executive Director of Jack Miner Bird Sanctuary Dr. Amanda Everaert.

They spoke to the idea of a parade which can run in front of the Sanctuary. The people can be parked, or seated, in sectioned off in areas. Further, this could be tied into the Sunday Morning Pancake Breakfast which is generally hosted at the Sanctuary. Other activities, such as a hay bale maze, organized walks, Birds of Prey show, and marketplace, are being considered on the property.

(b) Chartwell

Last year, Chartwell Retirement Homes reached out looking to partner with Migration Festival. R. Braybrook-Gard reached out this year, to see if they wanted to partner this year as well. Chartwell management said they will look at their resources on how engage their older demographic.

2. Communication – Tara

Kingsville Communications Manager Tara Hewitt introduced the Kingsville Communications Request Form to be used by committees. The committee can submit content which they would like shared through formal town channels. The 'friendly' URL for Migration Festival content can be found at mykingsville.ca/migrationfest. Hewitt said the Migration Festival's social media will not change this year, but it may be phased out overtime.

3. Update on Event and Budget

a. Marketplace

S. Girardin proposed physical signage to alert people about Migration Festival: "Migration Festival, October 14-17" or "Marketplace" with a directional arrow. S. Girardin suggested more permanent signs which can be used year after year. These could be larger ones or smaller, more affordable, corrugated yard signs. S. Girardin said this can be a part of the marketplace budget. S. Wye will include request for signage in their marketing plan submission.

b. Tours



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R. Braybrook-Gard reached out to Deputy Mayor Gord Queen, who with other members of the community, will create a tour based around some heritage highlights of Main St. R. Braybrook-Gard said this is a potential to link up with current businesses and allow them to participate by telling them about the highlights of present Kingsville. R. Braybrook-Gard's second tour's feature will be on Hiram Walker's history in Kingsville. These will potentially collaborate with the tours to be held at Jack Miner.

c. Children's Event

M. Law suggested coordinating with Jack Miner Bird Sanctuary for the children's activities. These could include migratory bird colouring pages, potentially provided by Art Society of Kingsville. R. Braybrook-Gard said the Optimist Club said they were specifically interested in facilitating Children's Activities, so the committee could link up with them this year. Further direction has been given for M. Law to focus on other contracted services, for children entertainment services. D. Swiderski and S. Allen-Santos can help support this subcommittee.

d. Night Market

This will not be a part of this year's events.

e. Parade

S. Wye said she appreciates the idea of it being at Jack Miner Sanctuary. The lack of committee members has been voiced as a potential hurdle for hosting a parade, at least not without support from other community groups.

f. Save the Date Card

The committee members received the draft of the Save the Date card, which will be given out at the Open Streets events. They are suggesting keeping the October 14 to 17 date, to cut down the size to four-a-sheet (post card size), use a more bullet point method of expressing the events. Robyn suggested keeping this preliminary card more generic because this is a 'teaser'. The committee gave direction to print 200 pages (totaling 800 postcards). Later, a second edition may include more concrete details when those events can be confirmed.



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3. Budget Discussion

D. Swiderski was not present to discuss the budget. The committee did speak to how they will have to approach marketing moving forward, and direction was given to approach the Town Communications for further information.

4. Committee Members Update

The committee is still waiting on Council and administration to announce the results of the application process.

F. NEXT MEETING DATE

1. The next meeting of the Migration Festival Committee shall take place on June 22, 2021, via - zoom @ 6:00 P.M.

G. ADJOURNMENT

008-2021 Moved by M. Law seconded by S. Allen-Santos to adjourn this Meeting at 7:15 P.M.

CARRIED

CO-CHAIRS, R. Braybrook-Gard and L. Lucier

RECORDING SECRETARY, S. Wye